



SRI BALAJI VIDYAPEETH

Deemed-to-be University

U/S 3 of UGC Act 1956

Accredited with 'A' grade in the First Cycle by NAAC

SBV POLICY ON MEDIA AND PUBLICITY – 2019

SRI BALAJI VIDYAPEETH (SBV)
(DEEMED-TO-BE-UNIVERSITY)
ACCREDITED WITH “A” GRADE BY NAAC IN THE FIRST CYCLE
PILLAIYARKUPPAM, PONDICHERRY 607 402



SBV POLICY ON MEDIA AND PUBLICITY - 2019

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Prepared by	Reviewed by	Approved by
Name: 1. Mr. Joseph Naresh 2. Dr. Padmavathy Designation: 1. Dy. Registrar (Academics) 2. Vice Principal (Students), MGMCRI	Name: Mrs. Asha Designation: GM [Admin] SBV	Name: Prof. A.R. Srinivasan Designation: Registrar, SBV
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TITLE AND APPLICABILITY

SBV POLICY ON MEDIA AND PUBLICITY - 2019

The Policy on media and publicity would henceforth be known as “**SBV POLICY ON MEDIA AND PUBLICITY - 2019**”.

PREAMBLE

Sri Balaji Vidyapeeth (SBV) is a Health Sciences Deemed-to-be-University accredited by NAAC with “A” Grade. SBV is one among the top 100 Universities in India, as per India Rankings 2018 published by NIRF (Ministry of Human Resources, Government of India). At any given timeline, SBV would have nearly four thousand students pursuing various courses in the six Constituent Colleges (MGMCRI, SSSMCRI, IGIDS, KGNC, SSSCON and SOP), designated centres (CIDRF, CHPE, CMTER, CYTER, MSC, ASTRA, CAReTS) and five Faculties (Medicine, Dentistry, Nursing, Pharmaceutical Sciences and Allied Health Sciences). To facilitate the variegated endeavours of SBV teaching faculty, technical personnel and non-teaching staff strive throughout the year and various activities take place in the realms of academics, patient care and research.

The academic activities would also include co-curricular activities. Patient related activities encompass wellness clinics, OPDs (nearly three thousand patients on an average), Inpatient facilities (850 patients on an average), besides marketing and extension services. All of these activities deserve publicity in the print media, radio, Television channels etc., as deemed appropriate. Publicity and Media related endeavours in any higher education institution are considered cardinal for enhancing the perception among stakeholders, besides contributing to a significant enhancement in the overall visibility of the institution. This calls for a robust policy that would take into due consideration all aspects and logistics related to media and publicity.

The policy on Media and Publicity elaborated by Sri Balaji Vidyapeeth, for the purpose of enumerating and defining the powers and functions of a specifically designated committee (SBV-MAPCOM) is embedded in this document, namely **POLICY ON SBV - MEDIA AND PUBLICITY**.

PURPOSE

The purpose of the policy is to clearly define the inherent objectives of the media and publicity with reference to higher education institutions, in general and SBV in particular. The policy also has road map ingrained into it which depicts several facets of media including the audio, visual and print media with particular reference to enhancing the visibility of SBV by fortifying the perspectives in the eyes of the general community at large.

SCOPE

The scope of the policy centres around various cardinal issues related to publicity with specific reference to the need for publicity, besides all logistics involved in the

dissemination of information in the frontiers of academic, research, patient care, and consultancy and outreach activities. The scope also will take into due consideration in protecting the rights of the patient with respect to maintaining the congeniality, ethics, identity and euphemism.

TERMS OF REFERENCE

This policy essentially would apply to all the employees of Sri Balaji Vidyapeeth, including faculty, managing trustees, statutory officers, staff and students with reference to interactions with representatives from the media. For the exclusive purpose of this policy, news media shall necessarily denote representatives of newspapers, magazines, newsletters, online and e-publications, television channels (Government and Private) and radio (Government and private). Any event or achievement worthy of deserving media attention and publicity must essentially be routed through the office of **SBV-MAPCOM** specifically designated for this purpose.

SBV-MAPCOM WORKING POLICY

Employees of the Constituent Colleges, Centres, faculty, students, non-teaching and support staff/departments who seek/wish to be recipients of external media coverage or publicity about a program or an event or an individual should necessarily contact the Secretary of **SBV-MAPCOM**, at least one week prior to the event.

Details on the publicity and media coverage are enumerated in two specifically constructed documents assigned as **SBV-MAP 1** and **SBV-MAP 2** respectively.

Failure to comply with this policy, as mentioned herein will be considered as an aberration or an unacceptable behaviour noticed by the Management and administration of Sri Balaji Vidyapeeth, and this could eventually warrant disciplinary action initiated on the erring employee or student or the individual concerned.

The Constitution of the **SBV-MAPCOM** is as follows:

The Committee would be chaired by the Registrar of Sri Balaji Vidyapeeth. A faculty member not below the rank of an Associate Professor who possesses excellent communication skills as well as interpersonal skills, drawn from Pre-clinical/Para clinical/Clinical/ Dentistry/Nursing/Pharmacy/Allied Health sciences would officiate as the Member Secretary. Following is the composition of SBV-MAPCOM:

COMPOSITION OF SBV-MAPCOM

Designation	Role
Registrar, Sri Balaji Vidyapeeth	Chairperson
A Senior Faculty as mentioned above	Member
Faculty members (with the requisite skills), maximum of one drawn from each Medical,	Member(s)

Dental, Nursing	
One Faculty drawn from each Centres (CIDRF, CYTER, CMTER, CHPE)	Member(s)
One Senior Faculty from off campus	Member
Deputy Medical Superintendent (Extension services and marketing), MGMCRI	Member
Deputy Registrar, SBV	Member
Legal Officer & Head HR	Member
Vice Principal (Students), MGMCRI	Member-Secretary

- The **Quorum** for the meetings would be **five**.
- The **Frequency** of the conduct of the meetings would be as deemed appropriate. However, fortnightly meetings on Tuesdays would be a regular feature.
- The **Minutes of the meetings** would be recorded and circulated by Member Secretary.
- The Member from the Off-campus would participate in meetings through online mode.

SBV-MAP1

Details of Media Policy (General)

In association with the broad outlines of the Deemed University Policy as elaborated above, this section affords additional facets specific to the Constituent College or Centers.

1. A Department in any of the Constituent Colleges (MGMCRI, SSSMCRI, IGIDS, KGNC, SOP, SSSCON), if it seeks to publicize a program or an event or if it wants to get a news item/report published must essentially see to it that the content has been duly vetted, following its compilation written in presentable language (English/Tamil/Hindi) and duly endorsed by the Head of the Institute (Dean/ Principal). If it is hospital related, then the endorsement should be provided by the Medical Superintendent/Nursing Superintendent as deemed appropriate. In the event of the non-availability of the Dean/ Principal/the Medical Superintendent/ Nursing Superintendent, the endorsement can be provided by the next in command.
2. Such a request should be officially routed, as given above, to the Secretary of SBV-MAPCOM at least one week prior to the conduct of an event or within two working days following the conduct of the event/program for filing in reports.

3. As regards the Centers (CIDRF, CYTER, CMTER, CHPE), it is the inherent responsibility of the Director himself/herself to communicate directly to the Secretary, SBV-MAPCOM.

4. If in case any employee of SBV is contacted by a media person, he/she shall immediately notify the details including the phone/mobile number to the Secretary, SBV-MAPCOM.

Further communications would be effected through SBV-MAPCOM only and it is for strict adherence.

5. All press releases, press statements, pre-event snippets and post-event reports to the news media, TV channels etc., that mention SBV or its employees, liaison agents or representatives shall be essentially routed through the proper channel to the Secretary, SBV-MAPCOM.

6. In the case of Non-Teaching staff, the endorsement should be provided by the Senior Personnel Manager/Assistant Personnel Manager.

7. In the case of Rural and Urban Health Centers, the information vetted by the Professor and Head, Department of Community Medicine would be endorsed by the Medical Superintendent/Deputy Medical Superintendent, as the case may be, prior to dispatching the same to the Secretary, SBV-MAPCOM.

8. It is the responsibility of the endorsing official to send it to the Legal Officer, if in case a possible legal implication is felt. This is very important when the activities pertain, for instance, to a huge population or when an activity is to be undertaken at a sensitive area or in case any trouble had erupted during the course of conduct of an event or attributed to a problem that arises due to published reports. The endorsing official will be made accountable, in the event of a mishap.

9. Reporters, Press photographers, Channel videographers who are covering a particular event either in the main campus or off-campus must essentially apply for obtaining media credential, through the Public Relations Officer, to the Secretary, SBV-MAPCOM. It is the duty of the Organizing Committee to ensure this and moreover, unauthorized media persons or those media and press personnel without proper identity should not be allowed to cover the event. In case of any aberrant action or mishap, the Organizing Committee would have to assume full responsibility and SBV-MAPCOM cannot be held responsible whatsoever.

SBV-MAP 2

Details of Media Policy pertaining to patients

1. Under no circumstances, whatsoever should any information (direct or indirect), regarding a particular patient be discussed or released publicly without obtaining an appropriate and duly signed consent form from the patient.

2. No promise (verbal or written) should be given to or taken from the media personnel/representative regarding a case (patient) without the prior approval of SBV-MAPCOM.

3. In the event of any litigation pertaining to a patient or his/her immediate relative/friend, public discussion or abetment or providing clandestine or false information would be stringently.
4. If the photos of the patients/subjects are sent for publication, care should be taken to mask their eyes and it should be sent with the consent of the individual involved.

INVOLVEMENT OF MEDIA, IF ANY

Yes

INVOLVEMENT, IF ANY OF MAJOR FINANCIAL IMPLICATIONS CONCERNING EXTERNAL AGENCIES

Yes

EXCEPTIONS, IF ANY

Nil

ANY OTHER PERTINENT DETAILS



Nil

ENQUIRIES

All enquiries related to this policy should be addressed to Member Secretary, SBV MAPCOM and copy marked to the Legal Officer, SBV.

APPELLATE AUTHORITY

For all difficulties pertaining to this policy, the power to remove difficulties rests with the Vice-chancellor, who is the chairperson of both the Academic Council and the Board of Management.

Sl.No	Role	Name	Designation	Signature
1	Prepared by	Mr. Joseph Naresh	Deputy Registrar (Academics), SBV	J. Naresh
		Dr. Padmavathy	Vice Principal(Students), MGMCRI	
2	Reviewed by	Mrs. Asha	GM [Admin], SBV	

Approved by: Dr. A.R. Srinivasan, Registrar, SBV:

